

Message Text

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PAGE 01 SAO PA 01175 210020Z
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LIMITED OFFICIAL USE SAO PAULO 1175

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TAGS: EINV, SGEN, SLPH, BR
SUBJ: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: STATE 051579

1. AFTER INFORMAL SURVEY OF AMERICAN CHAMBER STAFF AND SAMPLING
OF SAO PAULO EXECUTIVES, EXAMPLES OF GOOD CORPORATE CITIZENSHIP
ARE FOLLOWING:

OLINKRAFT AND WESTVACO COMPANIES DOCUMENTED IN MONOGRAPH:
THE SOCIAL AND ECONOMIC IMPACTS OF TRANSNATIONAL CORPORATIONS:
CASE STUDIES OF THE U.S. PAPER INDUSTRY IN BRAZIL.

AUTHORED BY DAVID H. BLAKE AND ROBERT DRISCOLL PUBLISHED 1976
BY FUND FOR MULTINATIONAL MANAGEMENT EDUCATION, 680 PARK AVENUE,
NEW YORK, NY.

2. POUCHING TO WASHINGTON PHOTOCOPIES OF RELEVANT EXCERPTS.

3. FIVE AMERICAN COMPANIES LAST YEAR HEADQUARTERED IN SAO PAULO
OFFERED GENEROUS SCHOLARSHIPS AT GRADUATE LEVEL FOR BRAZILIAN
NATIONALS. WE UNDERSTAND THAT AT LEAST FOUR OF THE FIVE, GENERAL
ELECTRIC, INTERNATIONAL TELEPHONE AND TELEGRAPH, NATIONAL DISTILLERS
AND GILLETTE, WILL HAVE SIMILAR PROGRAMS THIS YEAR.

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4. THE SAO PAULO CHAPTER OF THE AMERICAN CHAMBER OF COMMERCE
FOR BRAZIL HAS TWO PROGRAMS WHICH ARE EXTREMELY RELEVANT IN
BRAZIL TODAY. THE CHAMBER SPONSORS AN ANNUAL EXPORT WORKSHOP
DESIGNED TO ACQUAINT MEMBER FIRMS WITH BRAZIL'S EXPORT PROGRAM
AND TO INFORM MEMBERS OF THE BENEFITS FROM EXPORTING AS WELL
AS TO GIVE PRACTICAL EXAMPLES OF HOW TO EXPORT. THE CHAMBER'S

SECOND PROGRAM, THE MILLION DOLLARS EXPORTERS CLUB, REWARDS MEMBERS WHO HAVE EXPORTED MORE THAN US\$1,000,000 IN THE PREVIOUS YEAR WITH A SPECIAL LUNCHEON AND MEMBERSHIP PLAQUES. THREE SPECIAL AWARDS ARE ALSO GIVEN TO: SANBRA FOR MOST COMMODITY EXPORTS; FORD-PHILCO FOR MOST MANUFACTURED EXPORTS; AND MONROE AUTO-PECAS FOR HIGHEST PERCENTAGE GROWTH OF EXPORTS OVER THE PREVIOUS YEAR. AT THE FIRST AWARDS LUNCHEON HELD ON NOVEMBER 24,1977, MINISTER OF INDUSTRY AND COMMERCE CALMON DE SA AS WELL AS MINISTER OF PLANNING REIS VELLOSO WERE PRESENT, GIVING EMPHASIS TO THE GOVERNMENT'S REGARDS FOR THE CHAMBER'S EXPORT MOTIVATION PROGRAM.
CHAPIN

NOTE BY OC/T: MESSAGE DELAYED IN TRANSMISSION.

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NNN

Message Attributes

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